

ORDER

KSNV

Orders

Order / Rev: 104666 1

Alt Order #: 06836081

Product Desc: Candidate Orders

Estimate: 1507

Flight Dates: 07/25/12 - 08/07/12

Original Date / Rev: 07/24/12 / 07/26/12

Order Type: GENERAL

Primary AE: Amy McCreary

Sales Office: BLPHI

Sales Region: National

Agency

Name: GMMB, Inc./ Washington D.C.

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Obama for America - Revised

Demographic: A35+

Product Codes: PLC01-Democrat

Priority: SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation: 00:05:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	67	\$32,300.00	\$27,455.00
07/30/12	08/07/12	29	\$22,700.00	\$19,295.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	67	\$32,300.00	\$27,455.00	0.00
August 2012	29	\$22,700.00	\$19,295.00	0.00
Totals	96	\$55,000.00	\$46,750.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$55,000.00
Market	100%	\$275,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$60,500.00
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$57,750.00
KTUD	0%	\$0.00
KVVU	23%	\$63,250.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	14%	\$38,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/25/12	07/31/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00

WAKE UP WITH THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Advertiser: Obama for America
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/25/12	07/31/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	MTWTF--	4		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	KSNV	07/25/12-07/31/12		M-F 5-6a WakeUp w/Wagner5-6a			MTWThF----	:30	(\$400.00)	0.00	NM				
See MG 1.5															
[NO PRODUCTION] NO PRODUCTION															
5	KSNV	07/27/12-07/27/12		M-F 5-6a WakeUp w/Wagner5-6a			-----F----	:30	\$400.00	0.00	NM				
Ⓜ MG for 1.2 07/25															
[mg]															
E 2	KSNV	08/01/12	08/07/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWT----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/01/12	08/07/12	MTWT----	1		\$400.00		0.00						
E 3	KSNV	07/25/12	07/31/12	Early Today Early Today	CM	4-430am	MTWTF--	:30	5	\$150.00	1	0.00	NM	5	\$750.00
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	MTWTF--	5		\$150.00		0.00						
E 4	KSNV	07/25/12	07/31/12	Wake Up Early w/ WagnM Wake Up Early Wagners	CM	430a-5a	MTWT----	:30	6	\$150.00	2	0.00	NM	6	\$900.00
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	MTWT----	6		\$150.00		0.00						
E 5	KSNV	07/25/12	07/31/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	MTWTF--	4		\$700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
4	KSNV	07/25/12-07/31/12		M-F 6-7a WakeUp w/Wagner6-7a			MTWThF----	:30	(\$700.00)	0.00	NM				
See MG 5.5															
[NO PRODUCTION] NO PRODUCTION															
5	KSNV	07/27/12-07/31/12		M-F 6-7a WakeUp w/Wagner6-7a			MT----F----	:30	\$700.00	0.00	NM				
Ⓜ MG for 5.4 07/25															
[mg]															
E 6	KSNV	08/01/12	08/07/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWT----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/01/12	08/07/12	MTWT----	1		\$700.00		0.00						
E 7	KSNV	07/25/12	07/31/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$1,400.00	1	0.00	NM	5	\$7,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	MTWTF--	5		\$1,400.00		0.00						
E 12	KSNV	07/29/12	07/29/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE no pgm 7/8, 8/5, 8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-----S	1		\$350.00		0.00						
E 14	KSNV	07/25/12	07/31/12	M-F Today Show II 3rd H M M-F Today Show II	CM	9-10a	MTWTF--	:30	4	\$500.00	2	0.00	NM	4	\$2,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/25/12	07/31/12	--WTF--	4		\$500.00		0.00						
E 15	KSNV	07/25/12	07/31/12	M-F Today Show III 4th H M Today 4th Hour	CM	10am-11am	MTWTF--	:30	4	\$325.00	2	0.00	NM	4	\$1,300.00

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TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$325.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	07/25/12-07/31/12		M-F Today Show III 4th Hr		10am-11am	--WThF----	:30		(\$325.00)		0.00	NM		
See MG 15.5															
[TECHINICAL DIFFICULTY] TECHNICAL DIFFICULTY															
5	KSNV	07/27/12-07/27/12		M-F Today Show III 4th Hr		10am-11am	-----F-----	:30		\$325.00		0.00	NM		
Ⓜ MG for 15.1 07/25															
[mg]															
E 16	KSNV	07/25/12	07/31/12	Rachael Ray	CM	11am-12pm	MTWTF--	:30	4	\$200.00	2	0.00	NM	4	\$800.00
				Rachael Ray											
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$200.00		0.00			
E 17	KSNV	07/25/12	07/31/12	Noon News	CM	12-1230pm	MTWTF--	:30	4	\$425.00	2	0.00	NM	4	\$1,700.00
				Noon News											
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$425.00		0.00			
E 18	KSNV	07/25/12	07/31/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	4	\$200.00	2	0.00	NM	4	\$800.00
				The Agenda 1230pm											
NEWS 3 AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$200.00		0.00			
E 19	KSNV	07/25/12	07/31/12	Days of our Lives	CM	1258p-2pm	MTWTF--	:30	4	\$425.00	2	0.00	NM	4	\$1,700.00
				Days of our Lives											
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$425.00		0.00			
E 20	KSNV	07/25/12	07/31/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	4	\$175.00	2	0.00	NM	4	\$700.00
				The Doctors											
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$175.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSNV	07/25/12-07/31/12		The Doctors		2pm-3pm	--WThF----	:30		(\$175.00)		0.00	NM		
See MG 20.5															
[NEWS SPECIAL REPORT]															
5	KSNV	07/27/12-07/27/12		The Doctors		2pm-3pm	-----F-----	:30		\$175.00		0.00	NM		
Ⓜ MG for 20.3 07/25															
[MG]															
E 21	KSNV	07/25/12	07/31/12	Dr. Phil	CM	3-4p	MTWTF--	:30	4	\$450.00	2	0.00	NM	4	\$1,800.00
				Dr Phil											
DR. PHIL no pgm 7/30- 8/10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$450.00		0.00			
E 22	KSNV	07/25/12	07/31/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	4	\$700.00	2	0.00	NM	4	\$2,800.00
				4PM NEWS (1 hour)	(4:30 PM-5:00 PM)										
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					4	\$700.00		0.00			
E 23	KSNV	07/25/12	07/31/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	2	\$700.00	2	0.00	NM	2	\$1,400.00
				4PM NEWS (1 hour)	(4:00 PM-4:30 PM)										
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					2	\$700.00		0.00			
E 24	KSNV	07/25/12	07/31/12	M-F Early News	CM	5-630p	MTWTF--	:30	4	\$1,000.00	2	0.00	NM	4	\$4,000.00
				M-F Early News											
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 24	KSNV	07/25/12	07/31/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	4	\$1,000.00	2	0.00	NM	4	\$4,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					4	\$1,000.00		0.00			
E 26	KSNV	07/28/12	07/28/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	2	0.00	NM	1	\$650.00
KVBC EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$650.00		0.00			
E 27	KSNV	07/29/12	07/29/12	SUN. 6PM NEWS OLYM SUN 6p News Hour OLYMPICS	CM	Sun. 6p-7p	-----S	:30	1	\$650.00	2	0.00	NM	1	\$650.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					1	\$650.00		0.00			
E 28	KSNV	07/26/12	07/26/12	Thurs PR 10-11p Thursday Prime 10-11pm	CM	10-11pm	---T---	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
ROCK CENTER W/B. WILLIAMS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	---T---					1	\$1,400.00		0.00			
E 29	KSNV	07/25/12	07/31/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WT---	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WT---					2	\$1,100.00		0.00			
E 30	KSNV	07/28/12	07/28/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	-----S-	:30	1	\$1,000.00	7	0.00	NM	1	\$1,000.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$1,000.00		0.00			
E 31	KSNV	07/25/12	07/31/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WT---	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WT---					4	\$425.00		0.00			
E 33	KSNV	07/25/12	07/31/12	Late Night w/Fallon Late Night w/Fallon	CM	1237a-136am	--WT---	:30	5	\$225.00	1	0.00	NM	5	\$1,125.00
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WT---					5	\$225.00		0.00			
E 35	KSNV	07/25/12	07/31/12	Olympics Daytime Week Olympics Daytime Weekdays	CM	9am-4pm	MT-----	:30	4	\$1,200.00	3	0.00	NM	4	\$4,800.00
OLYMPIC DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MT-----					4	\$1,200.00		0.00			
N 36	KSNV	07/27/12	07/31/12	Olympics Late News 3 Late News during Olympics	CM	11pm-12:35am	MT-----	:30	2	\$1,000.00	7	0.00	NM	2	\$2,000.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MT-----					2	\$1,000.00		0.00			
N 37	KSNV	07/26/12	07/27/12	M-F Early News M-F Early News	CM	5-630p	---TF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	---TF--					1	\$1,000.00		0.00			
N 38	KSNV	07/30/12	07/31/12	Olympics Daytime Week Olympics Daytime Weekdays	CM	9am-4pm	MT-----	:30	2	\$1,200.00	3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					2	\$1,200.00		0.00			
N 39	KSNV	08/01/12	08/02/12	Olympics Daytime Week Olympics Daytime Weekdays	CM	9am-4pm	--WT---	:30	2	\$1,200.00	3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 39	KSNV	08/01/12	08/02/12	Olympics Daytime Weekdays	CM	9am-4pm	--WT---	:30	2	\$1,200.00	3	0.00	NM	2	\$2,400.00
				Olympics Daytime Weekdays											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	--WT---		2				\$1,200.00		0.00			
N 40	KSNV	07/26/12	07/27/12	The Doctors	CM	2pm-3pm	---TF--	:30	1	\$175.00	2	0.00	NM	1	\$175.00
				The Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	---TF--		1				\$175.00		0.00			
													Totals	96	\$55,000.00